

C O N F E R E N C E A G E N D A

**PRECONFERENCE**  
**Subday, June 1, 1997 10 a.m.- 4 p.m.**

• **Pre-Conference Workshops for Performing and Visual Artists**

*Marketing Your Work on a Global Stage*

Performing Artists - Located at Theater Artaud, 450 Florida Street, San Francisco

Join Arts International, Inc. for a day-long workshop on working internationally. Practical issues such as identifying venues and finding funding, making connections, and encountering differences will be discussed.

Speakers include: **Paul Dresher**, Paul Dresher Ensemble, San Francisco; **Fric Leysen** (invited), Kunsten Festival des Arts de Bruxelles, Brussels; **Tadao Nakane** (invited), Tokyo International Festival of the Performing Arts, Tokyo; **Larry Ochs**, Executive Director/Member, Rova Saxophone Quartet, San Francisco; **Vanessa Palmer**, Associate Director, Arts International, New York; **Tricia Pierson**, Managing Director, Bebe Miller Dance Company, New York; **Laird Rodet**, Manager, Kronos Quartet, San Francisco; **Claudia Urdaneta**, President, Latin American Network of Independent Producers of Contemporary Work (La Red) and General Manager of Danza Hoy, Caracas, Venezuela; **Ruta Vanagaite**, Executive Director

Visual Artists - Located at The Capp Street Project, 525 2nd Street, San Francisco

Join The Capp Street Project and an array of international artists, curators, critics, and legal experts to learn about international exhibition opportunities for visual artists.

Speakers include:  
**Taro Amano**, Curator, Yokohama Museum of Art, Yokohama, Japan;  
**Conrad Atkinson**, Artist, Professor of Art, University of California, Davis;  
**Kenneth Baker** (invited), Chief Art Critic, San Francisco Chronicle;  
**Jim Bower**, Project Manager, Director’s Officer, the Getty Information Institute, Santa Monica; **Paul Clifford**, Professor, Chichester Institute, Chichester, England;**Margaret Harrison**, Senior Research Professor, Manchester Metropolitan University; Coordinating and Visiting Professor at University of California, Davis; External Examiner for the University of Westminster, London, for the Masters program in media and visual arts;

**Anthony Meier**, Anthony Meier Fine Arts, San Francisco; **Jim Melchert**, Artist and Former Director of the American Academy in Rome; **Ivo Mesquita**, Independent Curator, based in Sao Paolo, Brazil, Currently Visiting Professor, Center for Curatorial Studies Program, Bard College, Annandale-on-Hudson; **Rex Moser**, Program Officer, Arts America, U.S. Information Agency, Washington D.C.; **C. Chris O’Hanlom**, Creative Director, Spike Wireless, Australia; **Judith Shea**, Artist, Fellow of the American Academy in Rome; **Fred Wilson**, Artist, New York.

*Workshop Registration Fee: \$75 per person (includes materials and refreshments)*

**CONFERENCE- CLIFT HOTEL, 495 GEARY STREET, SAN FRANCISCO**

**DAY ONE**  
**Monday June 2, 1997**

**8:00 Registration**  
**8:30 Continental Breakfast**  
**9:00 Welcome**

**Barbara Pieper**, Director, California Arts Council  
**Tom Hall**, Chair, California Arts Council  
**Eleanor Fink**, Director, Getty Information Institute

**9:30 Keynote Speech:**

**William Greider**, National Editor, *Rolling Stone Magazine*, Author, *One World, Ready or Not: “The Manic Logic of Global Capitalism”*

**10:30 Setting the Stage:**

**What Do We Mean By Globalization of Culture, A Roundtable Discussion of the Effects of Globalization on Society**

**Kathy Brown**, Associate Administrator of the Office of Policy Analysis and Development, at the National Telecommunications & Information Administration, U.S. Department of Commerce, Washington.D.C.  
**John Couch**, Associate Producer, Wired Television, San Francisco  
**Hal Josephson**, President, MediaSense, San Francisco  
**Steven Levy**, Executive Director, Center for the Study of The California Economy, Palo Alto

**Tim McClimon**, Executive Director, AT&T Foundation, New York  
**Spencer Michaels**, Producer/Correspondent of the “*News Hour with Jim Lehrer*”  
**Christiane Paul**, Editor of *Intelligent Agent*, New York

**12:00 LUNCH- Keynote**

**Prof. Sandra Braman**, Professor and Director, Post Graduate Programme in Telecommunications and Information Policy, University of South Africa, Pretoria: *Freedom of Thought, Freedom of Expression and the Global Economy.*

**1:30 Concurrent Sessions:**

**Working Group 1: Intellectual Property, Copyright and Trademark Issues in a Global and Digital World**

**Chris Barlas**, Director, Author’s Licensing & Collecting Society, London, England  
**Denise Caruso**, Technology Writer, *New York Times*; Producer, Spotlight Conference, San Francisco  
**Lori Fena**, Executive Director, Electronic Frontier Foundation, San Francisco  
**Katherine Spelman**, Partner, Steinhart & Falconer, San Francisco  
**Jeff Steinhardt**, Corporate Attorney for Latin America, Microsoft, Seattle, WA and Vice President of the Business Software Alliance (worldwide)

**Working Group 2: At the Intersection of Cultural Preservation, Cultural Change and Innovation**

**Peggy Berryhill**, Director, Native Media Resource Center, Sebastopol  
**E. David Ellington**, Co-Founder, Chairman, President, and CEO, NetNoir, San Francisco

**Guillermo Gomez-Pena**, Artist, MacArthur Fellow, San Francisco

**Dr. James Hemsley**, Director, VASARI Enterprises, London, England  
**John Killacky**, Executive Director, Center for the Arts, Yerba Buena Gardens, San Francisco  
**Ulrich Sacker**, Executive Director, Goethe Institute, San Francisco

**Working Group 3: The Economics of a Global Society and Cultural Trade**

**Rachel Dixon**, Developer and Publisher of multimedia, Sidney, Australia  
**Larry R. Larson**, Arts and Technology Consultant, San Francisco

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**Brenda Lopes**, Deputy Secretary of International Trade and Investment Division of California Trade and Commerce Agency; Executive Director of California State World Trade Commission, Sacramento  
**Dan Mapes**, Founder, World Internet Center, Synergy Labs, San Francisco  
**Anthony Perkins**, CEO/Editor-in-Chief, *Red Herring Magazine*, San Francisco  
**Scott Ross**, CEO and co-founder, Digital Domain, Los Angeles

**Working Group 4: Global Connectivity: How Will It Change How the Arts are Created and Distributed?**

**Sue Harris and Phillip Bannigan**, @rtsnet, Sidney, Australia  
**Michael Jack**, Director, European Computer Network for the Arts, Brussels, Belgium  
**Beth Kanter**, Coordinator, ArtsWire, Norfolk, Maine  
**Richard Lowenberg**, Director, Davis Community Network, Davis  
**Joe Matuzak**, Operations Officer, ArtsWire, Ann Arbor, Michigan

**2:45 BREAK**

**Working Group 5: Case Studies in Protecting Artists Rights**

**Conrad Atkinson**, Artist, Professor of Art, University of California, Davis  
**Nathan Benn**, Consultant, Corbis, Washington D.C.; Formerly President, Picture Network International, Ltd.  
**Georgia Bergman**, Vice President, Creative Enterprises, Warner Brothers Records, Los Angeles  
**Virginia Hall**, Curator, Art History Visual Resources, Johns Hopkins University, Baltimore, MD  
**Representative**, Artists’ Rights Foundation, Los Angeles

**Working Group 6: Models of Cultural Engagement in a Globalized World**

**Dean Beck-Stewart**, Executive Director, Theatre Artaud, San Francisco  
**Clayton Campbell**, Program Director, 18th Street Complex, Santa Monica  
**Ruth Escobar**, President, International Festival for Performing Arts in Sao Paolo Brazil, Former Congresswoman, Cultural Producer, Ruth Escobar Theater Center  
**Nicole Kidd**, Business Development Services, German American Chamber of Commerce, San Francisco  
**Noreen Tomasi**, Executive Director, Arts International, New York  
**Claudia Urdaneta**, President, La Red, Venezuela

**Working Group 7: The Role of the Private Nonprofit Sector and Philanthropy in a Globalized World: How Will Cultural Systems Be Supported Here and Abroad?**

**DAY TWO**  
**Tuesday, June 3, 1997**

**8:30 Continental Breakfast**  
**9:00 Panel:**

**Major Issues in the Globalization of Culture: A View From Asia**

**Taro Amano**, Curator, Yokohama Museum of Art, Yokohoma, Japan  
**June Huang**, Production Manager, Taipei Theatre, of Chinese Information for Culture Center, New York  
**Judy Mitoma**, Chair, Department of World Arts and Cultures, UCLA, Los Angeles  
**Gerald Yoshitomi**, Executive Director, Japanese American Community Cultural Center, Los Angeles

**Working Group 8: Trends in Global Connectivity and Cultural Engagement**

**David Bither**, Vice President and General Manager, Nonesuch Records, New York  
**Bruce Damer**, Director, DigitalSpace Corporation, Santa Cruz  
**Jeffrey Diamond**, Partner, MediaFusion, San Francisco  
**Rachel Dixon**, Developer and Publisher of multimedia, Sidney, Australia  
**Hal Josephson**, President, Mediasense, San Francisco  
**C. Chris O’Hanlom**, Creative Director, Spike Wireless, Sidney Australia  
**Dr. Gerd Schwandner**, General Manager, ZKM (Zentrums fur Kunst und Medientechnologie), Karlsruhe, Germany

**HOTEL INFORMATION:**  
Special Conference Rates are available at The Clift Hotel, San Francisco, located at 495 Geary Street in downtown San Francisco, between Mason and Taylor Streets. Special room rates are available June 1-4 from \$130 to \$155, tax not included. Call the Clift Hotel at (415)775-4700 or (800) 65-CLIFT for reservations. Ask for the California Arts Council rate. Reservations must be made before May 7 to guarantee the reduced rate. Reservations after this time are subject to availability.

**PARKING:**  
The Clift Hotel has valet parking available at the rate of \$25/day (for 4 hours or more). In and out privileges are extended to guests of The Clift (additional parking facilities are nearby). The Clift suggests that those guests flying into San Francisco arrange for a shuttle to the hotel.

**DIRECTIONS TO THE FOUR SEASONS CLIFT HOTEL: FROM SFO AIRPORT**  
• Take 101 North towards the Bay Bridge (Hwy 80)  
• Take the Fourth Street Exit  
• Veer to the left and go one block to Third Street.  
• Travel five blocks. MAKE SURE YOU STAY IN THE LEFT LANE.  
• IMMEDIATELY after you cross Market Street- take first left onto Geary St.  
• Travel five blocks to 495 Geary. The Clift is on the left side of Geary Street

**DIRECTIONS FROM THE GOLDEN GATE BRIDGE(101 NORTH)**  
• Once you have crossed the Golden Gate Bridge, exit Lombard Street.  
• Turn Right onto Van Ness Avenue.  
• Turn left onto Bust Street.  
• Turn right onto Mason Street.  
• Turn right onto Geary Street.  
• Immediately move into the left lane, as The Clift is one block past Mason Street, at the corner of Geary and Taylor Streets.

**DIRECTIONS FROM THE EAST BAY (80 WEST)**  
• Once you have crossed the Bay Bridge, exit Fremont Street.  
• Turn left at the first light, which is Howard Street.  
• Follow Howard Street four blocks to Third Street — turn right.  
• Immediately move to the left lane. IMMEDIATELY after you cross over Market Street, take the first left onto Geary Street.  
• Travel five blocks to 495 Geary Street. The Clift is on the left side of Geary.

**2:00 Final Session:**  
**Is There a New Role for the Global Artist?— An Artist’s Roundtable**

**6:00 RECEPTION/ PERFORMANCE**

*Jazz and Poetry Performance, produced by Edsel Matthews, Concepts Cultural Gallery, Oakland*

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**Isao Tsujimoto**, Director, Japan Foundation, Santa Monica  
**Joye Volker**, Institute Librarian, Australian National University, Canberra

**Working Group 10: Linguistic Diversity and Multiple Perspectives in the Global Community**

**Manuel Mancillas**, Artist, Taller de Arte Fronterizo, San Diego  
**Francis Philips**, Program Officer, Walter and Elise Haas Fund, San Francisco  
**Darren Renville**, Director, Native American Language Systems, Dakota Net Representative, South Dakota  
**Noriko Takiguchi**, Fulbright Scholar, Journalist, Tokyo

**Working Group 11: Arts Education in a Global and Networked Society. Can it Influence Arts Education Down the Block?**

**Christine Butler**, Head of the School of the Arts, Chichester Institute of Higher Education, Chichester, England  
**Coco Conn**, President, Digital Circus Productions, Los Angeles  
**Margaret Harrison**, Senior Researcher, University of Manchester, Manchester, England  
**Mitchell Korn**, Executive Director, Artsvision, New York  
**Amalia Mesa-Bains**, Acting Director, Department of Visual and Public Art, California State University, Monterey Bay

**Working Group 12: Models of Cultural Engagement II: Visual Arts**

**Linda Blumberg**, Executive Director, Capp Street Project, San Francisco  
**Virginia Bradley**, Assistant Professor and Chairperson, St. Cloud State University, St. Cloud, Minnesota  
**Paul Clifford**, Senior Lecturer in Fine Art, Chichester Institute of Higher Education, Chichester, England  
**Gloria Zea**, Director, Museum of Modern Art, Bogota, Colombia

**12:30 LUNCH-KEYNOTE**

“The Role of Culture in Interglobal Relations” Speaker TBA

**2:00 Final Session:**  
**Is There a New Role for the Global Artist?— An Artist’s Roundtable**

**Tuttie Heath**, Jazz Musician, Los Angeles  
**Bella Lewitzky**, Founder and Artistic Director, Lewitzky Dance Co., Los Angeles  
**Pitt Fong Loh**, Artistic Director, Bi Ma Dance Company, London, England  
**Joe Lambert**, Director, San Francisco Digital Media Center, San Francisco  
**Michael Schnorr**, Taller de Arte Fronterizo, San Diego  
**Denise Uyehāra**, Writer and Performance Artist, Santa Monica

**3:30 Wrap-Up:**  
**Where do we go from here? (Electronic Town Hall)**

Facilitator:  
**Larry R. Larson**, Arts and Technology Consultant, San Francisco

Working Groups report out major discussion points, issues, and recommendations for future action.

**5:00 Closing Reception**

*Performance: George Coates Performance Works (subject to availability)*

**CONFERENCE EVENTS:**

• **Digital Mural**

Join the San Francisco Digital Media Center and artists working collaboratively in San Francisco, Tokyo, and London in “painting” an on-line digital mural. Conference attendees will be invited to participate.

Artists participating include:  
**Toshihuru Jinnouchi**, Tokyo;  
**Mitsuo Katsui**, Tokyo;  
**Keith Piper**, England;  
**Patricia Rodriguez**, San Francisco Bay Area;  
**Josh Serentius**, San Francisco Bay Area.

• **Britain Meets the Bay Performance at Theater Artaud**

As part of the occurrence of the Britain Meets the Bay Festival taking place in the greater Bay Area from April-June, 1997:

*Bi Ma Dance Company (London) and Lily Cai Chinese Dance (San Francisco)* share an evening of dance that exemplifies Britain meeting the Bay. Bi Ma Dance Company will perform choreographer Pit Fong Loh’s *Blue Mandarin*, a piece on Hong Kong before its return to mainland China.

*Lily Cai Chinese Dance* performs spectacular dances rooted in tradition, bridging the continuum of dance from the past to the contemporary, with new interpretations of classical Chinese dances.

**Jazz and Poetry Concert**  
• **(Excerpts from “This Poetry Thing”)**

Selected especially for the 1997 conference by Concepts Cultural Gallery, commissioned by the Creative Work Fund of the Walter and Elise Haas Fund. Executive Producer Edsel Matthews.

Featuring the work of poets...  
devorah major  
Genny Lim  
Juan Filippe Herrera

Accompanied by Sojourner:  
**Malonga Casquelourd**, *percussion*  
**Erich Hunt**, *bass*  
**Elliot Kavee**, *percussion*  
**Charles McNeal**, *reeds*  
**Muziki Roberson**, *keyboards*  
**John Santos**, *percussion*  
**Frances Wong**, *traditional Chinese instruments and reeds*

**We wish to thank the members of our planning committee.**

Jill Beck	Mythili Kumar
Dean Beck-Stewart	Larry Larson
Peggy Berryhill	Richard Lowenburg
Jim Bower	Edsel Matthews
Linda Blumberg	Amalia Mesa-Bains
Coco Conn	Rich Newirth
Maria Luisa de Herrera	Marisa S. Olson
Lorraine Garcia-Nakata	Francis Philips
Barbara George	Barbara Pieper
Sandra Gibson	Danielle Restaino
Stephen Gong	Ulrig Sacker
Linda Hunter	H. Lindsay Shields
Ed Ifshin	Noriko Takiguchi
Hal Josephson	Noreen Tomasi
Nicole Kidd	Gloria Woodlock
Heidi Kuhn	



R E G I S T R A T I O N

**Please reserve the following:**  
\$ \_\_\_\_\_ Early Registration \$325 (Non-profit representatives only, received on or before May 19)  
\$ \_\_\_\_\_ Registration \$400 (For-profit representatives and non-profit representatives after May 19)  
\$ \_\_\_\_\_ Pre-Conference Workshop for Artists: Working on a Global Stage \$75 (early bird)  
\$95 After May 19, 1997 (Note: A limited number of registrations will be available to the Pre-conference ONLY. Preference will be given to those attending the full conference.)  
\$ \_\_\_\_\_ Guest Tickets for Theater Artaud Performances (\$15 Each)  
\$ \_\_\_\_\_ TOTAL

\_\_\_\_\_ My check is enclosed (make checks payable to the California Assembly of Local Arts Agencies or CALAA

\_\_\_\_\_ Please bill by: ( ) MasterCard ( ) VISA Card #: \_\_\_\_\_  
Exp: \_\_\_\_/ \_\_\_\_ Signature: \_\_\_\_\_

\_\_\_\_\_ I would like to apply for a scholarship; I have enclosed a letter with my application explaining my need for a scholarship. Scholarship requests must be received on or before May 19.

Please check below any special accommodations you may require:  
\_\_\_\_\_ Sign Interpretation \_\_\_\_\_ Kosher Meals  
\_\_\_\_\_ Personal Assistance \_\_\_\_\_ Vegetarian Meals  
\_\_\_\_\_ Other \_\_\_\_\_

**REGISTRATION**  
Name/Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State & Zip \_\_\_\_\_  
Day Phone (\_\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_\_) \_\_\_\_\_  
Fax (\_\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_ @ \_\_\_\_\_

To assist us with meeting space arrangements, please indicate which of these events, panels or workshops you would like to attend:

**Pre-Conference Workshops**  
( ) Marketing Yourself on a Global Stage for Performing Artists  
( ) Marketing Yourself on a Global Stage for Visual Artists

<b>Concurrent Sessions:</b> ( ) Working Group 1 ( ) Working Group 2 ( ) Working Group 3 ( ) Working Group 4	<b>Concurrent Sessions:</b> ( ) Working Group 5 ( ) Working Group 6 ( ) Working Group 7 ( ) Working Group 8	<b>Concurrent Sessions:</b> ( ) Working Group 9 ( ) Working Group 10 ( ) Working Group 11 ( ) Working Group 12
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**Performances and Activities:**  
( ) Theater Artaud Performances: Bi Ma and Lili Cai Dance Companies, Sunday Evening, June 1, 1997  
Additional guest tickets can be purchased at \$15 each.  
( ) Reception and International Jazz and Poetry Celebration, Monday Evening, June 2, 1997  
( ) George Coates Performance Works (on availability), Tuesday, Evening, June 3, 1997

Registration must be received on or before May 25, 1997. After this time you must register by phone based on space availability and pay by credit card.

**Mail registration form and payment to:**  
**1997 Governor’s Conference on the Arts**  
**California Assembly of Local Arts Agencies**  
**870 Market Street, Suite 640**  
**San Francisco, CA 94102**

For additional registration information, call the California Assembly of Local Arts Agencies at (415)362-0224, or FAX (415)362-0225.

**Early Registration** must be received on or before May 19, 1997. Registration is first-come, first-served basis and space is limited. Register early in order to obtain the early bird registration amount of \$325. Late registration and registration for all for-profit representatives is \$400.

Conference registration includes day one and day two of the conference, which includes continental breakfast, lunches, Sunday performance and Monday dinner/performance, and the closing concert event. Non-registered dinner guests on Monday night may attend the dinner on a first-come, first-served limited basis for \$75.

Conference scholarships are based on need and will be available on a limited basis. Scholarships are also available for the pre-conference workshops on a limited basis. In general, only one scholarship per organization is awarded. Preference will be given to registrants who have not previously received a scholarship to attend the annual Governor’s Conference during the last two years. Scholarships cover the conference and/or pre-conference registration and do not cover travel and hotel.

Scholarship requests must be recieved by the early bird deadline of May 19, 1997.

In order to apply for a scholarship you must 1. *check* the appropriate box below AND 2. *attach* a short letter explaining the nature of your need. If representing an organization, please describe the organization and its non-profit purpose. If representing yourself, please explain and document your relationship to the arts and creative community.

Those who apply for and do not receive a scholarship will be extended the early bird rate. Scholarships will be awarded approximately one week prior to June 1, 1997.

For information about the conference program, call conference organizers Lindsay Shields at The LJ Group (310) 433-5009; Gloria Woodlock at the CAC at (916) 322-6354 or Marisa Olson or Linda Hunter at (916) 322-6555 or email us at CAARTSC@aol.com.

The CAC website can be located at <http://www.cac.ca.gov>

California Assembly of Local Arts Agencies  
870 Market Street, Suite 640  
San Francisco, CA 94102

Save the Dates! June 2-3, 1997  
Pre Conference - June 1, 1997

1997 GOVERNOR’S CONFERENCE ON THE ARTS

The Globalization of Culture:  
The Arts, Cultural Engagement  
and Economics

June 2-3, 1997  
•  
Clift Hotel, San Francisco

June 1, 1997  
•  
Pre-Conference Workshops for Artists  
Marketing Your Work on Global Stage

Performing Artists- Theater Artaud

Visual Artists - Capp Street Project

Presented by:  
The California Arts Council  
The Getty Information Institute  
The California Assembly of  
Local Arts Agencies

In association with: Arts International, Inc.,  
Theater Artaud, The Capp Street Project,  
The San Francisco Digital Media Center and ArtsWire

Major Sponsorship by: AT&T

Additional Support From: Pacific Bell  
Support by The British Council is appreciated.

1997 GOVERNOR’S CONFERENCE ON THE ARTS

The Globalization of Culture:  
The Arts,  
Cultural Engagement  
and Economics

June 2-3, 1997  
Clift Hotel, San Francisco

June 1, 1997 Pre-Conference Workshops  
“Marketing Your Work on a Global Stage”

Workshop For Performing Artists to be hosted by Theater Artaud  
Workshop For Visual Artists to be hosted by The Capp Street Project

This year’s conference will examine the increasingly important issue of the globalization of the world economy, the telecommunications revolution, and the importance of the marketplace of ideas as they affect the arts. The arts, entertainment, and high technology continue to be California’s economic engines; yet the rapid rate at which the arts and culture are becoming global presents both dangers and opportunities. The 1997 Governor’s Conference on the Arts will promote dialogue among leaders in the international cultural trade industries on topics related to this growing phenomenon.

Join us for workshops, working group discussions, keynotes, panels, case studies, and laboratories where we will discuss the current and future climate for cultural exchange, cultural engagement, internet collaborations, copyright and trademark, linguistic diversity, and cultural preservation on the international stage.

Presented by: The California Arts Council  
The Getty Information Institute  
The California Assembly of  
Local Arts Agencies

In association with: Arts International, Inc.,  
Theater Artaud, The Capp Street Project,  
The San Francisco Digital Media Center and ArtsWire

Major Sponsorship by: AT&T



Additional Support From: Pacific Bell  
Support by The British Council is appreciated.

The 1997 Governor’s Conference on the Arts is a partnership of the California Arts Council (CAC) and the arts community. The CAC, established in 1976, is the state’s arts funding and policy development agency. Celebrating 20 years of quality in the arts, the CAC’s mission is to make quality art, reflecting all of California’s diverse cultures, available and accessible to the public; to support the state’s broad economic, educational, and social needs through the arts; and to provide leadership for all levels of the arts community.